



RINGO H.W. CHIU/LABJ

Suspended Disbelief: Seun Lim at D&A Flying Yoga's studio in Koreatown.

Denim Execs Get Hang of Flying Yoga

James Jeans founders form D&A studio to give discipline a lift.

Students inside the glass-encased studio of **D&A Flying Yoga** in Koreatown rarely use yoga mats.

Instead, they hone their skills while being suspended in the air with the help of a hammock bolted to the ceiling.

The studio opened last month and co-founders **James Chung** and **Seun Lim** said they've already signed up more than 100 members eager to try the practice.

Individual hourlong group sessions are priced at \$45;

packages range from \$400 for 10 group classes to as much as \$1,300 for 10 private lessons.

"The beauty of this is that anyone can do it," Lim said. "With regular yoga, for example, you have to be able to do a handstand, but the material (in flying yoga) holds you so you can hang upside down anytime you want."

Flying yoga consists of many of the same moves in traditional yoga, but clients practice it above ground. The experience is aimed to relieve muscle tension and improve circulation, she said.

Chung added that the course is perfect for beginners, who can grip the hammock, and advanced yogis.

"This is yoga in motion," Chung said. "When you have the hammock wrapped

around you, you feel the instant squeeze of your entire body."

The studio offers a morning and evening class taught by Lim, but more times will be offered as it hires additional instructors.

D&A is the second business venture for Chung and Lim. The two co-founded premium denim label **James Jeans** in 2004, which is located in the same building.

Operating a flying yoga studio may seem like a departure for the brand but Chung said there's a close connection between the two businesses.

"James Jeans allows us to work on the exterior hardware," he said. "With flying yoga, we go deeper and work on the software."

— *Subrina Hudson*

Plane Cleaner Adds Services To Land Jobs

Gary Privitera's firm high on opportunities beyond just detailing.

Business is really taking off for airplane cleaner **Gary Privitera**.

His La Mirada-based firm, **Gary's Aircraft Detailing**, has expanded the services it offers, giving revenue a lift.

"Revenue has grown 20 percent since last year," said Privitera, 58, who has added aluminum polishing, leather dyeing, and color matching to the basic cleaning package. "Doing all those services on top of the detailing has made us more successful."

He and his three employees work on twin-engine planes, private jets, and surveillance aircraft used by law enforcement.

The firm said it cleans nearly 400 planes a year and operates at several airfields around Los Angeles County.

Privitera, who has been



Taking Off: Gary Privitera of Gary's Aircraft Detailing.

in business for more than 25 years, said that while washing an airplane is similar to washing a car, the prices are much higher. Plane detailing costs anything between \$295 and \$2,000, depending on the size of the aircraft and the

services required.

His customers include owners who want their aircraft to get a more polished look and brokers seeking to spruce up their clients' planes in order to sell them.

— *Olga Grigoryants*

Development Hits Home For Attorney

Alfred Fraijo Jr. looks to court businesses for Boyle Heights project.

When attorney **Alfred Fraijo Jr.** started volunteering in Boyle Heights, the neighborhood in which he grew up, it gave him a business idea.

"What kept emerging from conversations and projects I was taking on was the need for affordable office and commercial space for organizations in the area," said Fraijo, 39, a partner in **Sheppard Mullin's** downtown L.A. office who specializes in land use and real estate.

Deciding to invest there, Fraijo said he used his savings and a low-interest loan from downtown community development financial institution **Genesis LA** to

buy a plot of land with four buildings totaling 6,400 square feet. He converted two of the structures into **City Labs**, a co-working space that last summer started leasing to a mix of local nonprofit and for-profit businesses.

The space now has four tenants, including community development and advocacy group **Lurn** and marketing firm **Team**



Fraijo

Friday. City Labs also hosts events for the East L.A. neighborhood in its lobby; a couple of which were even sponsored by his firm.

Fraijo is working on plans to upgrade a house on the

property and convert the liquor store in the fourth building to a full market selling fresh produce.

What's more, he said City Labs is profitable.

"The margins are super tiny because we're intending to serve the neighborhood," Fraijo explained. "We're reinvesting the revenue we're generating back into the project."

— *Marni Usheroff*

Plane Models Provide Lift for Plastic Surgeon

When plastic surgeon **David Feldmar** isn't reconstructing people, he's constructing model airplanes.

Feldmar, 39, has been building scale models and flying them at the Sepulveda Basin since he was a kid.

"When not at work, I need to be creating something, doing something with my hands," said Feldmar, who has a private practice and serves as medical director of cosmetic injectables beauty lab **Alchemy 43**, both in Beverly



Feldmar

Hills. "It allows me to create little pieces of art."

Reconstructing the models after they crash and break into a thousand pieces is appealing, too.

Feldmar has more than 100 planes and builds them from scratch in his garage workshop. The models' wingspans range

from a few inches to 5 feet and resemble everything from gliders to B-17 bombers that Feldmar flies in formation with other enthusiasts and retired Air Force pilots.

PAGE 3

JONATHAN DIAMOND

During the surgeon's last trip to the basin in April, he enjoyed using a new feature he's been adding to many of his models: a plane-mounted video camera whose footage streams inside goggles he wears.

"It's much more fun," he said. "You actually feel like you yourself are, in a sense, flying."

Runner Trades Up

As if working on job creation

and foreign investment wasn't enough of a mission, **Stephen Cheung**, 37, president of **World Trade Center Los Angeles**, is a

three-time Los Angeles Marathon runner and has his sights set on participating in an Ironman triathlon.

Cheung completed his first sprint triathlon in Pasadena in March, a race that included a three-mile run, nine-mile bike ride and 50-meter swim. Though



Cheung

he laughingly concedes he is not a strong swimmer, he said the triathlon is something he is willing to dedicate a large part of his life working toward.

"It wasn't until after I graduated college that a friend invited me to

participate in a fundraiser marathon, and that's what started it for me," he said. "Now my life goal is to do something more difficult."

Cheung directed foreign affairs and trade for the Mayor's Office and served as director of

international trade for the Port of Los Angeles, which made training for a full triathlon a time-consuming task, even for a regular marathon runner.

"It's always at the back of my mind," he said. "I'm turning 38 this year and I wanted to participate in one before my 40th birthday. That might not be possible anymore, but I'm going to give myself an extra five years and do it by the time I'm 45."

Staff reporters Marni Usheroff and Amal Khan contributed to this column. Page 3 is compiled by Editor Jonathan Diamond. He can be reached at jdiamond@labusinessjournal.com.